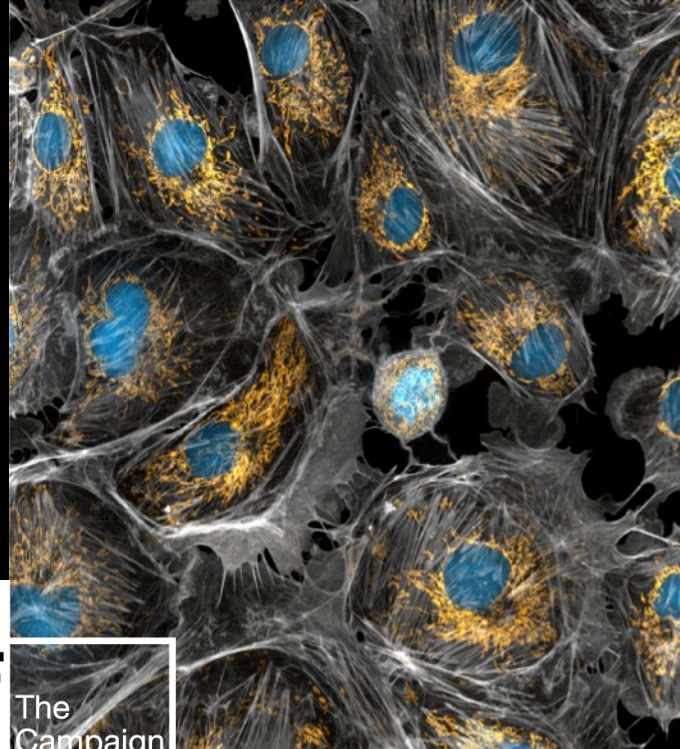


# UCSF: The Campaign

FAS Town Hall Meeting

February 26, 2018

Jennifer Arnett, Vice Chancellor  
University Development and Alumni Relations



INSPIRED/PIONEERS/UNORTHODOX/AUDACIOUS/RESOLUTE/INNOVATORS/TRAILBLAZERS/MAVERICK

# Agenda

## UCSF: The Campaign

- Why UCSF? Why Now?
- Campaign Goals
- A University-Wide Effort
- Solving Grand Challenges
- Thematic Framework
- Focus on Faculty and Students
- Fundraising Progress
- Impact of Record-Breaking Gifts
- Role of Development
- How UDAR Works



# Why UCSF? Why Now?

- This is a remarkable time and place
  - Historic inflection point in our ability to understand the mysteries of health and life
  - The Bay Area is a singular destination for progress
    - Diverse ideas and people
    - Home to unparalleled innovation and entrepreneurship
    - A magnet for brilliant minds from around the planet
  - The campaign provides an opportunity for us to define ourselves and our goals
  - Campaign is additive: and instead of either/or

# UCSF: The Campaign

A comprehensive fundraising campaign supporting UCSF in our relentless pursuit of the **grand challenges** in biomedicine and the health sciences.

## Goals:

- Raise \$5 billion
- Help establish university priorities
- Elevate UCSF's visibility
- Expand donor and volunteer base
- Identify, engage next generation of volunteers



# A University-Wide Effort

With extensive faculty outreach, engagement, and input:

- 6 planning meetings with senior faculty and leadership
- 183 ideas submitted by faculty across the university
- 5 faculty content working groups
- Over 150 faculty actively engaged

# Solving Grand Challenges

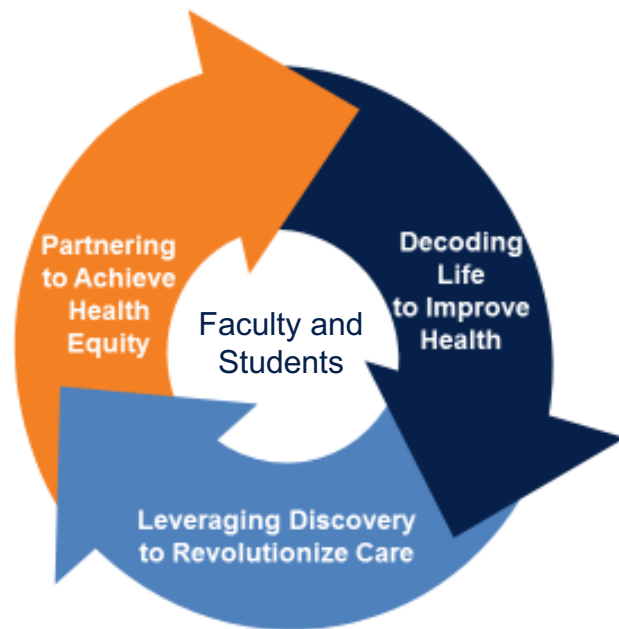
## Three Grand Challenges

- Decoding Life to Improve Health
- Leveraging Discovery to Revolutionize Care
- Partnering to Achieve Health Equity

## Cross-cutting “lenses”:

- Cancer, diabetes, Alzheimer’s disease, etc.
- Professional schools and graduate division
- Population

Brilliant Minds



# Thematic Framework

## Decoding Life to Improve Health

- Programming our cells for cures
- Rewiring biological networks
- Stopping disease before it starts

## Leveraging Discovery to Revolutionize Care

- Developing novel therapeutics
- Harnessing technology for better health
- Reimagining care delivery

## Partnering to Achieve Health Equity

- Understanding and addressing health disparities
- Building access to life-sustaining care and cures
- Advancing precision public health in the Bay Area and globally

- Our people are the lifeblood of UCSF, powering all our missions
- Our relentless pursuit of grand challenges is driven by them
- Campaign will focus on financial support for our people, who are at the center of—and make possible—all we accomplish

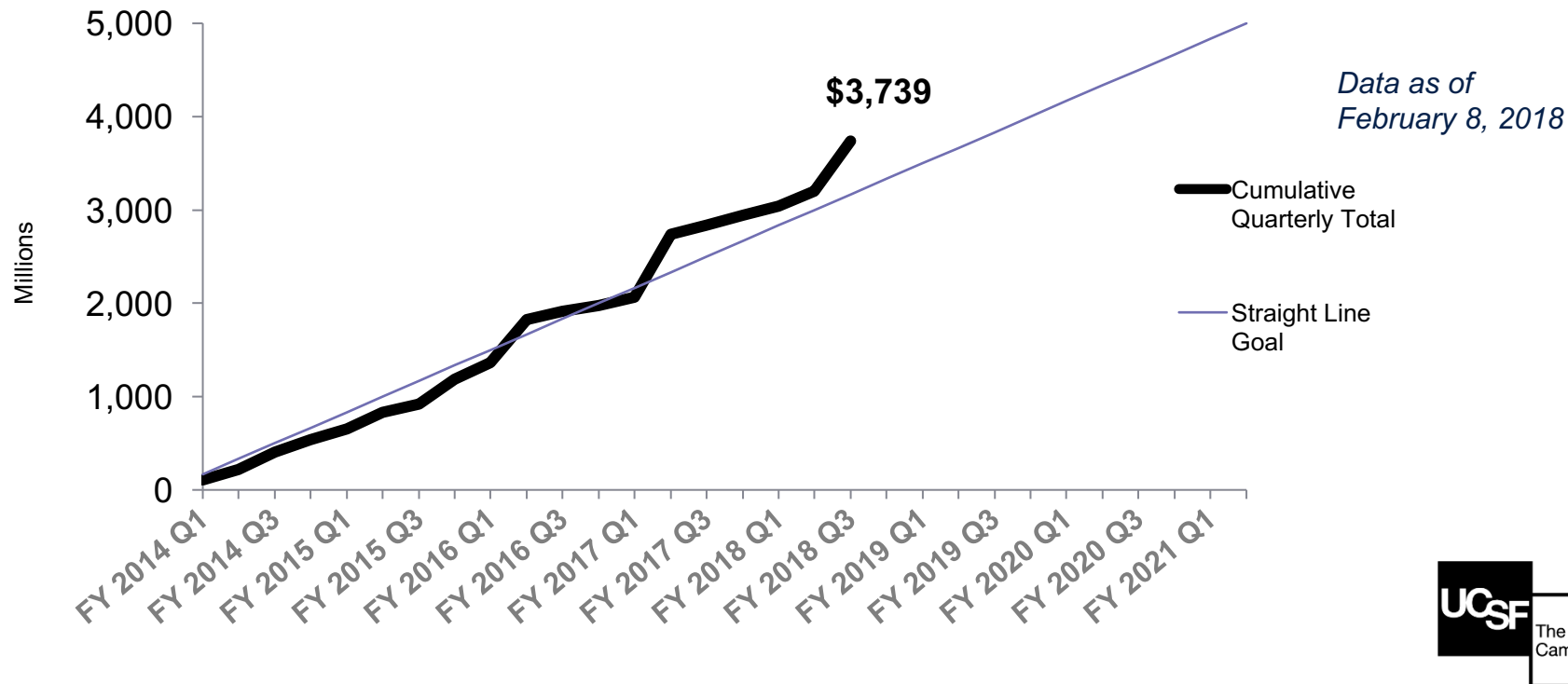
## **Supporting Capital Projects**

- UCSF Center for Vision Neuroscience
- Precision Cancer Medicine Building
- Child, Teen, and Family Center and Department of Psychiatry
- UCSF Weill Neurosciences Institute
- Zuckerberg San Francisco General Research Building



# \$5 Billion Goal: Over \$3.7B Raised!

To keep UCSF at the forefront of clinical care, breakthrough research, and education



# Record-Breaking Gifts and Their Impact

## Fiscal year 2017 achievements

**\$422.2M**  
in cash\*

\* Outright gifts and grants; pledge payments

**\$957.3M**  
in new commitments\*\*

\*\* Outright gifts and grants; new pledges

## Fiscal year 2016 achievements

**#5**  
among US universities  
in fundraising

The only **public**  
**university** in the  
**top five**

## ■ Impact—representative gift examples

- \$10M gift to advance health using big data
- \$25M gift to reduce “alarm fatigue” in nurses and other clinicians, and improve patient care and safety
- \$50M gift to support the next generation of biomedical investigators

# Role of Development

## What we do:

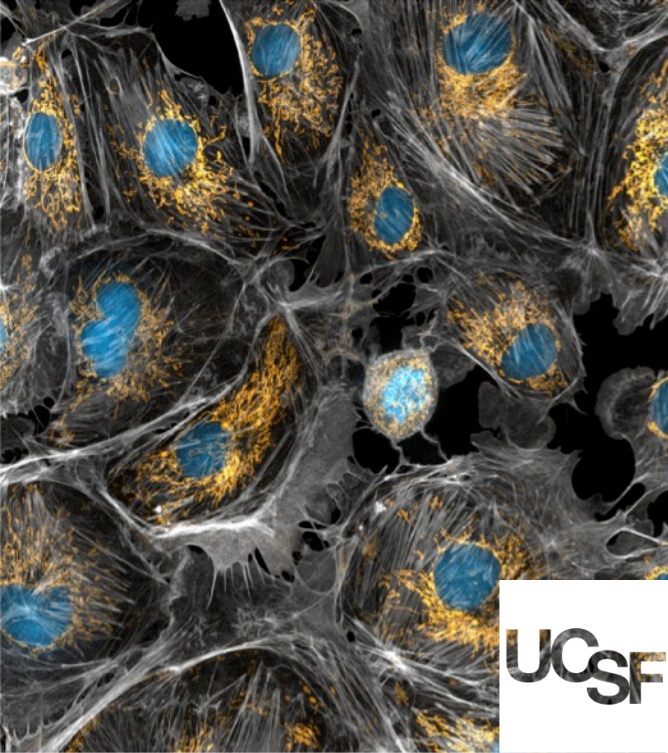
- Deploy development staff and resources at the intersection of university priorities and philanthropic opportunities
- Work with Faculty to identify and engage prospective donors
- Partner with leadership, faculty, and volunteers to present a case for investment

## What we do not do:

- Set university priorities
- Tell donors what to give to
- Marketing and public affairs

# How UDAR Works

- Development teams organized to reflect thematic areas of focus and university priorities
- Work with patients, friends, and alumni to achieve their philanthropic goals
- Collaborate with faculty to:
  - Identify prospects—primarily, grateful patients
  - Assess opportunities
  - Develop strategies for individual prospects
  - Facilitate gift conversations (and solicit, when appropriate)
  - Create proposals
  - Thank and steward donors



UCSF

The  
Campaign



MAVERICKS/PIONEERS/MAS